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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL
UNDER 37 CFR 1.53(b)**

<i>Address to:</i> Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	<i>Attorney Docket No.</i>	50R4794
	<i>Inventor(s)</i>	CHANG
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	<i>Assignee Name:</i>	SONY ELECTRONICS INC. - Park Ridge, New Jersey
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Title of Application:***SYSTEM AND METHOD FOR BROADCAST ADVERTISING BACKGROUND OF THE INVENTION******Transmitted with the patent application are the following:***

- 1 Page(s) Transmittal form (plus one copy)
- 15 Page(s) Specification, claims, abstract
- 1 Page(s) Formal Drawings
- 4 Page(s) Declaration and Power of Attorney

EXPRESS MAIL CERTIFICATE***Respectfully submitted,***


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